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July 10, 2012

The Honorable Robert J. Trentacosta, Presiding Judge
Superior Court of California, County of San Diego
Main Courthouse, 3rd Floor
220 West Broadway
San Diego, CA 92101

RE: Grand Jury Report: "City of Chula Vista Tourism Marketing District"

Dear Judge Trentacosta,

As Mayor of Chula Vista and on behalf of the City Council per Council action at its regular meeting on July 10, 2012, please know that the Chula Vista City Council received the above-named report. The City Council and I take seriously Recommendation 12-36 of the San Diego County Grand Jury:

Closely monitor implementation of the March 2012 contract between the City and Chamber for TMD operations and the independent audit it requires to ensure the finances and activities are targeted to the purpose required by the Management District Plan.

We appreciate the attention that the Grand Jury gave to addressing their concern.

After working with the board of the Tourism Marketing District (TMD) for a period of several months, the City Manager's staff and the City Attorney recommended and the City Council adopted a contract with the Chula Vista Chamber of Commerce to administer a Tourism Marketing District. The contract calls for an annual financial report, budget and written goals, objectives and status for proposed activities and improvements to implement the contract to be submitted in June and an audit performed and submitted to the City in September. The City fully intends to monitor the Chamber's implementation and compliance with this contract.

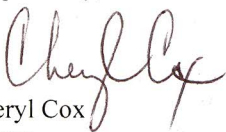
Representatives from the Chamber of Commerce, including Executive Director Lisa Cohen and their counsel have attended publicly-noticed and televised Council meetings over the past several months. Conversations held in public resulted in TMD improving outreach to its members and a renewed commitment that members be made aware of TMD operations decisions. The City Manager has assured the public and the City Council that his staff is available to work with individual and collected hotel/motel owners upon request. The City Attorney has made his office available as well.

We anticipate that the TMD will meet the demands of its contract with the City of Chula Vista, including that the audit required be delivered to our staff prior to October 15.

We have also reviewed each of the Grand Jury's findings enumerated in the Report. It is our understanding that the responding entity for each of these findings is the Chula Vista Tourism Marketing District Committee. Accordingly, this letter does not include a specific response to those items.

The City Council and I recognize the economic value in promoting Chula Vista as a destination and in increasing hotel/motel occupancy.

Respectfully,



Cheryl Cox
Mayor

Cc: Jim Sandoval, City Manager
Lisa Cohen, Executive Director, Chula Vista Chamber of Commerce
Lisa Johnson, President, Chula Vista Chamber of Commerce

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